

DOWNTOWN



TUCSON, ARIZONA



CITY OF TUCSON



HONORABLE
ROBERT E. WALKUP
MAYOR



Downtown Tucson is an amazing place where four thousand years of history and culture converge with the hope and aspirations of our one million citizens. We are fusing these energies so that as Arizona begins its second century of Statehood, Tucson will reemerge as a preeminent city built upon a rich history and unique culture.

Tucson is fortunate to be able to draw upon the financing opportunities presented by the Rio Nuevo District. This district, the only one of its kind in Arizona, allows Tucson to build the foundation for years of new private and public investments to revitalize our downtown.

The components of this foundation include a complex that brings the future together with the past. The University of Arizona Science Center and a number of museums will co-locate on the west side. These museums will be adjacent to the Tucson Origins Park, a celebration of Southern Arizona's diverse roots. We are putting in the backbone infrastructure in the streets, improving streetscapes, and building bridges and underpasses to improve accessibility. And, we are building a modern streetcar system that will move residents, visitors, students and workers throughout our city's core.

Private sector development is already emerging throughout downtown. Housing and commercial development is being built and, in some cases, already occupied on the west side. A government housing project has been redeveloped into private units with new commercial businesses on the east end. Another adaptive reuse of a government building is being undertaken in the central area and an award winning sustainable housing development is fully occupied on the east side of downtown.

These are just a hint of what we will achieve in downtown, as the new Convention Hotel and Arena are slated to open in just a few short years. All of this will be ready by Arizona's Centennial in 2012.

Tucson has many sources of pride that we have cultivated over the years. Our downtown will be the source of pride for the next century as we move forward with creativity and a firm grasp on our history.

A handwritten signature in black ink, appearing to read "R. Walkup".

CITY COUNCIL



REGINA ROMERO
WARD 1



RODNEY GLASSMAN
WARD 2



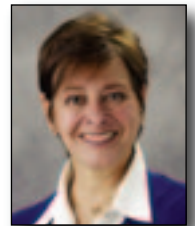
KARIN UHLICH
WARD 3



SHIRLEY C. SCOTT
WARD 4



STEVE LEAL
WARD 5



NINA J. TRASOFF
WARD 6



HISTORY AND FUTURE

Downtowns speak volumes about the economic health of a community, the vitality of a city and the future of a region. When the voters approved the creation of the Rio Nuevo District in 1999 and the State Legislators voted for an extension in 2006, they elected to reinvest sales tax growth to create a vibrant city center. Rio Nuevo district dollars are invested in ways that augment a shared vision for a vibrant city center by leveraging downtown Tucson's unique competitive advantage as the region's cultural center.

PRIVATE AND PUBLIC SECTOR COLLABORATION

The value of private leadership and the advent of the Downtown Tucson Partnership cannot be underestimated. The private and public sectors do not operate independently of each other. They rely on each other to be truly successful. Downtown revitalization is extraordinarily complex and multifaceted. The critical element is effective leadership and that leadership falls most appropriately to the private sector.

The private sector leads by:

- setting a private sector development agenda;
- providing access to traditional and non-traditional sources of capital;
- recruiting employers and businesses;
- effectively marketing and championing the downtown; and
- promoting major, recurring signature events with broad appeal.

The public sector facilitates by:

- being a reliable partner with timely delivery of public projects;
- creating and maintaining a positive investment climate;
- ensuring a clear and predictable regulatory environment; and
- upholding high urban design standards to create and preserve value.

INFRASTRUCTURE

Recognized in the Rio Nuevo Master Plan, infrastructure is readily apparent in virtually every downtown success story. Cities must remove barriers to reinvestment. There are tangible measures of value - community and economic benefits - in infrastructure investments. An analysis of downtown development activity over the next 10 years, forecasted 8.7 million square feet of new building activity, which equates to more than \$3.48 billion in capital investments. That construction activity translates to thousands of construction and long-term permanent jobs and hundreds of millions of dollars in direct and indirect annual impacts throughout the local economy.

LIVE, WORK, PLAY

Less tangible, but no less real, impacts are enhanced quality of life, transformation of community reputation and solidification of Tucson as a destination of choice. The Rio Nuevo district, effective partnerships and the public development of cultural and entertainment attractions are but three components in what is a very complex undertaking. Equally important activities include development incentives, public safety, adequacy of infrastructure, cleanliness, quality urban design and a continual emphasis on diverse housing. In the end, virtually everything takes on singular importance for success to be achieved.

The greater downtown consists of multiple neighborhoods. The overall vision for downtown relies upon destination districts as catalysts. The City of Tucson and its partners endeavor to create multiple and diverse destinations in the downtown, each offering something for residents and visitors alike. These destination districts are pedestrian-oriented and human-scale. These qualities create utility and livability which are augmented by the Modern Streetcar linkage, another major downtown investment.





CIVIC CENTER

The Civic Center Complex is a mixed use destination orientated development with major public uses. The major project highlights include a new \$130 Million dollar Arena, home to concerts, sports and events, a renovated and expanded Tucson Convention Center and a new Sheraton Headquarters Hotel.

The Civic Center is expected to draw over one million people annually and will be a place that residents and visitors alike will gather to live, work, shop and play and a catalyst to the overall redevelopment of Downtown Tucson.

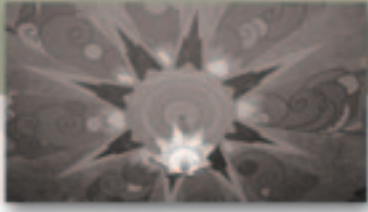
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- 12,000 Seat Arena
- 700 Room Headquarters Hotel
- Over 100,000 Feet of additional meeting space
- Better parking and gem show access

The site will be bifurcated by the City's new Modern Streetcar system, a multi-modal pedestrian orientated greenway and urban street grid allowing for a transit orientated development mixed use project unlike any other project in the region.

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MERCADO DISTRICT & PRESIDIO

The Mercado District, home to Downtown's Cultural Campus and the Mercado District development, will be the home of world-class museums and learning centers, exquisite public spaces and new low density urban neighborhoods. Plans for the Mercado District include a mix of uses that respects and serves the adjacent neighborhood, the larger downtown and visitors to adjacent projects. In addition to the cultural amenities, public spaces and housing, the District will feature commercial, office and retail opportunities for development by the private sector.

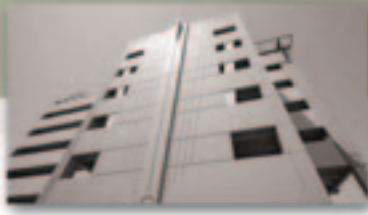
The Mercado District embraces Transit Oriented Development, incorporating the Modern Street Car as a vital component of the design. The area features pedestrian friendly areas and will incorporate recreational uses along the Santa Cruz riverbank, as well as take advantage of the other multi-modal connections (pedestrian, bike, shuttle bus, automobile) to the downtown core.

The Presidio District, which is home to government and civic services, is also the home to countless downtown events, including many Tucson favorites: The Madonnari Chalk Festival, Tucson Firefighters Chili Cook-Off, Tucson Meet Yourself to name a few.

Also within the Presidio District is the reconstruction of the northeast corner of the Presidio San Agustin de Tucson. A joint venture of the City of Tucson and the Tucson Presidio Trust for Historic Preservation, the attraction is part of Tucson Origins Heritage Park, one of the City's major historical redevelopment projects.

Another anchor in the Presidio District is the Tucson Museum of Art. Already established as a favorite Tucson attraction, the museum is adopting new and exciting programming for its core audience and supporting programming to attract new audiences, specifically young professionals. In partnership with Tucson Young Professionals, TMA hosts First Fridays, an arts and networking event quickly establishing itself as a must-attend downtown event and a tool to attract and retain young talent in the Tucson Region.





CONGRESS DISTRICT

The eclectic collection of historic properties, theatres, live music, clubs, restaurants, boutique and specialty retail, moderate-density residential infill and the lively arts on Scott make up Downtown Tucson's world-class entertainment district.

The Congress District is going through a major beautification process. The multifaceted approach to beautification includes a face lift for storefronts with the implementation of the Downtown Facade Program. Also, a comprehensive streetscapes improvement plan calls for the modernization and addition of sidewalks, plantings and lighting features. Additionally, the Modern Streetcar infrastructure will contribute to the improvement of streets, sidewalks and lighting.

Another major component of the Congress District revitalization is the addition of new housing opportunities. Already open to new downtown residents is the energetic, mixed use transit oriented redevelopment, One North Fifth, and set to attract future residents are plans for at least three additional housing developments.





WAREHOUSE ARTS DISTRICT & FOURTH AVENUE

The Warehouse District is the place to discover artists and their multi-media art in unique existing building inventory with abundant opportunity for moderate density mixed use redevelopment.

The northern gateway to the Downtown, the Warehouse Arts District, will soon be home to new mixed use development in addition to a vibrant art community. New L.E.E.D. certified development will include a hotel, housing, and dining and entertainment venues.

The Fourth Avenue District is a place for civic, social, cultural and artistic experiences designed to increase the function and aesthetic values of the community. Additionally, Fourth Avenue is a well supported shopping district that stimulates the economic condition of the Downtown and is easily accessible via the Modern Streetcar.

As reconstruction of the Fourth Avenue Underpass is completed, Tucson will have a new gateway to Downtown's eastside. The new underpass will accommodate multi-modal connections featuring lanes for vehicular traffic and the Modern Streetcar, separate bicycle lanes and two pedestrian ways accessible for persons with disabilities.





THE MODERN STREETCAR AND DOWNTOWN CONNECTIVITY

Perhaps the most critical component of the downtown revitalization effort is the Modern Streetcar System that will serve all of central Tucson, including all the Downtown districts, The University of Arizona and the Arizona Health Sciences Center. The Modern Streetcar will stimulate unique and exciting opportunities for preservation, redevelopment and new development.

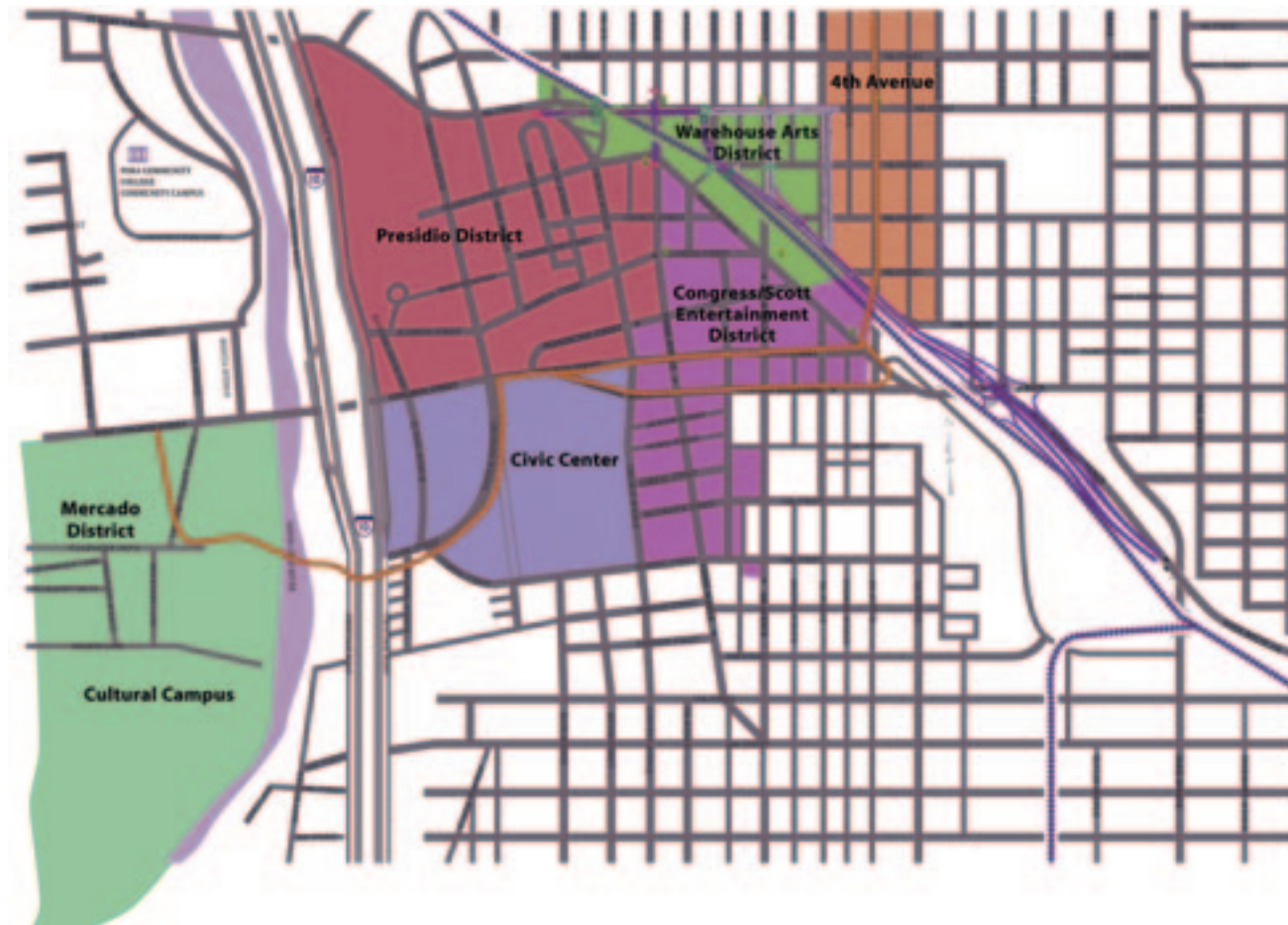
With at least ten percent of the Region's population living, working and playing daily within one mile of the Modern Streetcar route, the streetcar will be the number one factor for encouraging Transit Oriented Development supported by the private sector.

As more infrastructure projects are completed, effective Downtown Connectivity is quickly coming to fruition. The Modern Streetcar System, Downtown Links and the Fourth Avenue Underpass are among the major Downtown Connectivity projects. Over the past several years, great progress has been made toward facilitating connectivity in the Downtown. The addition of parking facilities and downtown's free shuttle system, T.I.C.E.T, encourages visits to the downtown. The millions of dollars invested in infrastructure and transportation improvements will ensure easy access to the City's core and will ensure the highest value commercial, office, retail and housing opportunities.

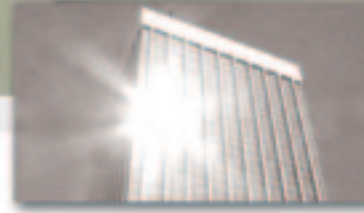
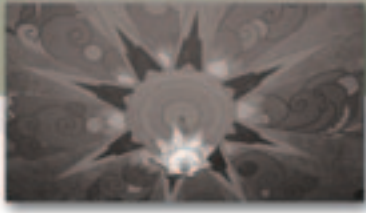




DOWNTOWN DISTRICT MAP







FOR MORE INFORMATION

On Downtown Financing, Downtown Infrastructure and Downtown Development Projects, please contact the Office of the City Manager. 520-791-4204

On the Modern Streetcar and Transit Oriented Development, please contact the Department of Transportation. 520-837-6698

On the Multipurpose Facilities District, please contact the Office of Intergovernmental Relations. 520-791-5200.

On Downtown Incentives and Opportunities and Downtown Businesses, please contact the Downtown Tucson Partnership. 520-547-3338

CREDITS

Thanks to David Olsen, Downtown Tucson Partnership for the use of some photographs in this publication.
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